

APDU 2016 Annual Conference: Using Public Data to Inform Better Decision Making

September 13-14, 2016

Embassy Suites by Hilton Alexandria Old Town
Alexandria, VA



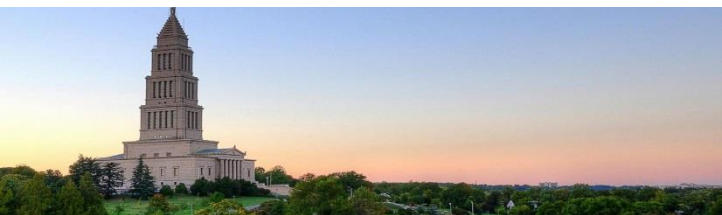
ABOUT THE CONFERENCE

The Association of Public Data Users' Annual Conference attracts thought leaders from the business community, universities and educational institutions, state and local governments, and the federal agency statistical system. It presents a premier opportunity to showcase your products, services, and accomplishments to data users and data producers from across the industry. APDU offers multiple options for reaching our community of thousands of professionals, both at the conference and through our communications.

- **Notable Speakers include:**
 - Katherine Wallman of the Office of Management and Budget
 - Bill Frey of the Brookings Institution
 - John Thompson of the Census Bureau
 - Erica Groshen of the Bureau of Labor Statistics
- **Breakout Sessions topics including:**
 - What We Know About Public Data Customers, and What We Need to Find Out
 - Public-Private Partnerships in Delivering Public Data
 - Highlights of New Public Data Products
 - Data Privacy and Security
 - Data Visualization Presentation

QUICK FACTS

- **Over 150 attendees and speakers from across the federal statistical system, universities, nonprofit research enterprises, technology developers, and more.**
- **40% growth in attendance since 2012.**
- **Personal access to decision makers and senior leaders from Census Bureau, Bureau of Labor Statistics, Bureau of Economic Analysis, and many other agencies.**



Past Attendees

- Major federal statistical agencies including Census Bureau, Bureau of Labor Statistics, Bureau of Economic Analysis, Energy Information Administration, IRS Statistical of Income, and more
- Center for Data Innovation
- Consumer Financial Protection Bureau
- Federal Reserve Board
- Harvard Business School
- Mathematica Policy Research
- Pew Charitable Trusts
- Population Reference Bureau
- Workforce Data Quality Campaign

WHY SPONSOR?

- Network with leaders and decision makers in federal statistical agencies and data consumers including universities, think tanks, nonprofits, and private businesses.
- Market your product or services with exhibitor space in a prime location and through sponsored speaking opportunities
- Post-show attendee list for continued relationship building
- Ad placement in conference materials, social media, and other marketing tools.
- At Gold and Platinum levels, one-year memberships (up to \$995 value)

Package	Details	Pricing
Platinum Sponsorship	<ul style="list-style-type: none"> • 3 free registrations, additional registrations at Premium Organizational rate (30% off nonmember rate) • One-year Premium Organizational membership in APDU (\$995 value, up to 25 staff contacts) • Preferred status in <i>IgniteAPDU</i> 5-minute talk selection process • Access to the conference registration list before and after the conference (Excel) • 1 hour post-conference webinar • Logo display in main conference meeting room • Plus all additional benefits provided at the Exhibitor level 	<p>\$5,000 (Early Bird Rate)</p> <p>\$5,250 (Post August 8)</p>
Gold Sponsorship	<ul style="list-style-type: none"> • 2 free registrations, additional registrations at Basic Organizational rate (20% off nonmember rate) • One-year Organizational membership in APDU (\$700 value, up to 6 staff contacts) • Preferred status in <i>IgniteAPDU</i> 5-minute talk selection process (after Platinum level) • Access to the conference registration list before and after the conference • Plus all additional benefits provided at the Exhibitor level 	<p>\$3,000 (Early Bird Rate)</p> <p>\$3,250 (Post August 8)</p>
Exhibitor	<ul style="list-style-type: none"> • Table, 2 chairs, wastebasket, and free Wi-Fi • 1 conference registration, additional registrations at Basic Organizational rate (20% off nonmember rate) • Access to the conference registration list after the conference (PDF) • Logo placement on pre- and post-conference communications to 10,000+ data users • Recognition on the APDU website conference pages, including link to your home/product page 	<p>\$1,000 (Early Bird Rate)</p> <p>\$1,250 (Post August 8)</p>

For more information, contact Spencer Abrams at info@apdu.org or (703) 522-4980 x1027.

Visit: <http://apdu.org/events/conference/apdu-2015/>